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New Scarlet Geranium "HELEN MICHELL"

We take pleasure in introducing to our many customers for 1913
THE NEW BRIGHT SCARLET GERANIUM

"Helen Michell"

This sterling novelty will be Disseminated jointly by the Henry F. Michell Co. and
Richard Vincent, Jr. & Sons Co.

Seedling Cross Jean Viand and Alphonse Ricart. Our
claim for "Helen Michell" is that it Surpasses all Scarlet Geraniums

- (1) In brilliancy of color.
- (2) In size of bloom.
- (3) In number of clusters to the individual plant.
- (4) In vigor and strength.
- (5) In earliness of bloom.
- (6) In constancy of bloom.
- (7) In propagating quality.
- (8) In a wonderful ability to retain its brilliancy of color in the hottest of weather.

"HELEN MICHELL" IS SEMI-DOUBLE, OF THE
CLEAREST POSSIBLE SHADE OF SCARLET, IS
EARLY IN BLOOM, AND FLOWERS VERY
FREELY DURING THE ENTIRE SEASON . .

It grows compact medium dwarf, with lustrous green foliage and throws up gigantic
flower-heads very freely. We claim it to have the largest flower-heads of any of the Bedding
Geraniums. The individual blooms measure 2½-inches across. It is a common occurrence
that a single 4-inch pot plant shows four fully open gigantic flower-spikes, several half open
and more in bud.

Orders are filled in **Rotation** as booked, so please order now to get them early.

TO BE DISSEMINATED JANUARY-MARCH, 1913

FROM 2¼-INCH POTS.

PRICES TO THE TRADE:

Each, 25c. \$2.50 Dozen. 100, \$15.00. 1000, \$125.00

